

## ABOUT THE FESTIVAL

The festival has become one of the East Coast's premier automotive showcases, attracting national and international attention and positioning Old Town Alexandria as a destination for unforgettable experiences.

This annual weekend-long celebration is held in the heart of Old Town Alexandria, Virginia, along the lower blocks of King Street between Saint Asaph and Lee Street, just steps from the waterfront.

## THIS YEARS CHARITIES



**COMMUNITY LODGINGS**  
*Opening Doors to Independence*



 **BreastCancer Collective**



## OVERVIEW

- \$175,000 Raised
- 40K+ Estimated Spectators
- 28.5M Potential Reach
- 1.4M Advertising Impressions
- 35K+ Newsletter Subscribers
- 40K+ Website Visits
- 28K+ Social Media Impressions



**SUNDAY, MAY 17 2026**

## SPONSOR US & Make A Difference

With more than 40,000 spectators coming together to experience the event, sponsoring The Old Town Festival of Speed & Style offers a unique opportunity to engage with a vibrant audience while supporting a meaningful cause.

Gain powerful exposure with your logo featured on high-visibility event signage, promotional materials, social media, our website, and event-day announcements.





### **FESTIVAL SPONSOR: DIAMOND \$14,000.00**

- Private table for 10 at High-Octane Ball
- On-stage award presentation
- Signature Diamond Sponsor trophy
- Premier booth opposite main event
- 10% off custom marketing materials
- Local print and media exposure
- 3-minute video on social channels
- Logo on the top pf step & repeat wall
- Mentioned often by emcee during event
- Full-page ad with logo in event program
- Branded item in swag bags
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



### **FESTIVAL SPONSOR: TROPHY \$8,000.00**

- On-stage award presentation
- Named trophy in your honor
- 4 tickets to the High-Octane Ball
- Premier 10x10 booth on main block
- 5% off custom marketing materials
- Local print and media exposure
- 2-minute video on social channels
- Logo on upper step & repeat wall
- Mentioned twice by emcee during event
- Branded item in swag bags
- ½-page ad with logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



### **FESTIVAL SPONSOR: PLATINUM \$5,000.00**

- 2 tickets to the High-Octane Ball
- Prime 10x10 booth near main event area
- Local print and media exposure
- 1-minute video on social channels
- Logo in middle of step & repeat wall
- Mentioned twice by emcee during event
- Branded item in swag bags
- ¼-page ad with logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



### **FESTIVAL SPONSOR: GOLD \$2,500.00**

- Prime 10x10 booth in a high-traffic area
- Local media exposure opportunities
- 30-sec promo video on social channels
- Logo on low/mid level step & repeat wall
- Mentioned by emcee during event
- Branded item in swag bags
- Logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



### **FESTIVAL SPONSOR: SILVER \$1,000.00**

- Premium 10x10 booth
- Local media exposure opportunities
- Logo on lower level of step & repeat wall
- Mentioned by emcee during event
- Branded item in swag bags
- Logo in official event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



### **FESTIVAL SPONSOR: BRONZE \$500.00**

- Logo in official event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use logo and photos



### **TAX DEDUCTABLE**

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit charitable organization focused on the community and chartered to generate and donate funds to local charities.

